

Amendments to the Claims:

1. (currently amended): A method of embedding identification data in video, the video comprising a plurality of video frames, said method comprising: ~~the steps of:~~ embedding the identification data in a first video frame prior to distribution or projection of the video, the embedded identification data being visually perceptible upon examination of the first frame;

selecting a second video frame, wherein the first and second video frames are separate frames; and

embedding the identification data in the second video frame prior to distribution or projection of the content so as, the embedded identification data being visually perceptible upon examination of the second frame, wherein the identification data is generally imperceptible upon real-time rendering of the video.

2. (currently amended): The method of claim 1, wherein the selecting comprises ~~step comprising~~ selecting the second frame so that the repetition of the embedded identification data is imperceptible to the human conscious mind when rendered.

3. (original): The method of claim 1, wherein the identification data is embedded in the same frame location in each of the first and second frames.

4. (currently amended): A detection method for the video embedded according to claim 1, comprising ~~the step of~~ visually inspecting the first or second frames.

5. (currently amended): A detection method for the video embedded according to claim 1, comprising ~~the steps of~~ providing **device-aided** character recognition of the first or second frames to detect the identification data.

6. (original): The method of claim 1 wherein the identification data is embedded in each of the first and second frames in the form of a digital watermark, yet the embedded digital watermarks remain visually perceptible upon examination of the first frame and second frame.

7. (original): The method of claim 6, wherein the watermark visibility is due at least in part to watermark signal strength or intensity.

8. (original): The method of claim 2, wherein the second frame is selected so that the repetition of the embedded identification data is imperceptible to the unconscious human mind.

9. (currently amended): The method of claim 1, wherein the identification data comprise at least one of text, numbers, codes, images **or and** graphics.

10. (original): The method of claim 3, wherein the same location comprises a window.

11. (original): The method of claim 1, wherein the identification data comprise a plurality of identifiers.

12. (original): The method of claim 11, wherein each of the plurality of identifiers is embedded to be spatially located in a separate frame location with respect to each other.

13. (original): The method of claim 12, wherein the separate frame locations are the same for each of the first frame and second frames.

14. (currently amended): The method of claim 11, wherein the plurality of identifiers comprise at least two identifications selected from a group comprising: content identification, a distributor identification, copy restriction information, and an exhibition identification.

15. (currently amended): The method of claim 1, wherein the identification data comprises at least one of a identification selected from a group of identifications comprising: content identification, a distributor identification, copy restriction information, and an exhibition identification.

16. (currently amended): A detection method for the video embedded according to claim 1, comprising ~~the step of~~ averaging a plurality of the video frames including the

first and second frames, wherein the averaging improves the signal to noise ratio of the identification data to video content.

17 – 22. canceled.

23. (currently amended): A method of marking content with auxiliary data, the method characterized in that the auxiliary data is embedded in the content prior to distribution or projection of the content so as to be humanly perceptible if examined in a finite segment or frame of the content, but is embedded in the content so as to be humanly imperceptible when examined as the content is rendered or projected in real-time.

24. canceled.

25. (original): The method of claim 23, wherein the content comprises video.

26. canceled.

27. (currently amended): A method of steganographically hiding data in media content, wherein the media content comprises a plurality of segments including masking content, said method being characterized in that at least two of the media segments are provided with the data prior to distribution or projection of the media content, wherein the data comprises humanly perceptible data, and wherein the data remains perceptible

upon individual examination of the at least two media segments but consciously imperceptible as the media content is rendered in real time since the data is below a perceptual threshold due to the masking content.

28. (original): The method of claim 27 wherein the media content comprises video, the plurality of segments comprises video frames and the masking content comprises video frames without the data.

29. (currently amended): The method of claim 28, wherein the data comprises an image of at least one of a hexadecimal number, binary number **or and** decimal number.

30. (original) The method of claim 28, wherein the data comprises an image of text.

31 – 32. canceled.

33. (original): A detector to detect the data provided according to claim 28, wherein the detector averages a plurality of the video frames so that the provided data becomes consciously perceptible.

34. canceled.

35. (new): The method of claim 27 wherein the auxiliary data comprises an identifier comprising 1's and 0's, where the 1's are embedded in the content through modification to content data.

36. (new): The method of claim 35 wherein the 0's are represented in the content through the absence of modification to content data.

37. (new): A method of marking content with auxiliary data comprising:
obtaining content;
embedding auxiliary data in the content through modifications of portions of the content, the modifications occurring prior to distribution or projection of the content, the modifications being humanly perceptible if examined in a finite segment or frame of the content, but provided in the content so as to be humanly imperceptible when examined as the content is rendered or projected in real-time; and
distributing or projecting the content.

38. (new): The method of claim 37 wherein the content comprises video.

39. (new): The method of claim 38 wherein the auxiliary data comprises a plural-bit identifier comprising 1's and 0's, where the 1's are embedded in the content through modification to content data.

40. (new): A detecting method comprising:

obtaining content, the content including auxiliary data embedded therein, the embedding being accomplished through modifications of portions of the content, the modifications occurring prior to obtaining the content, the modifications being humanly perceptible if examined in a finite segment or frame of the content, but provided in the content so as to be humanly imperceptible when examined as the content is rendered or projected in real-time;

averaging a plurality of content portions; and

detecting the auxiliary data from data representing averaged content portions, the auxiliary data being relatively more detectable from the data representing averaged content portions compared to individual portions including the auxiliary data.